



WOMAN'S AUXILIARY

to the California Medical Association

IF YOUR WIFE has told you of the Los Angeles Poinsettia Ball, the amount of money raised in California last year for AMA-ERF, the new book, "Our Gems Are Jewels," and the activities planned for the wives at the California Medical Association convention next April — if she has told you of these things, you can be pretty sure that she has read *Courier*, the publication of the Woman's Auxiliary to the California Medical Association, sent four times a year to all paid-up members.

The Summer issue carries a report of the Spring convention, announcement of the Annual AMA meeting, biography and picture of the newly installed State President and accounts of certain County projects that have taken place during the Winter and Spring. In the Fall issue one can read a brief biographical sketch and view the picture of each State Board member and County President. For the stay-at-home, there is an account of the AMA convention by the State President-elect, and the reader is introduced to the new National President—this year, Mrs. Asher Yaguda of New Jersey. The Winter issue contains the committee reports of the State Chairmen, and an outline of the County Auxiliary programs planned for the year. The Spring number is the Annual Convention Issue, and it contains more articles concerning activities in the County Auxiliaries that have occurred during the Fall. Each issue contains a message from the State President, as many pictures as possible and articles of other general interest, as space permits.

The CMA underwrites the cost of these four

issues, which cost around \$6,000 to \$6,500 yearly. There is an editor and co-editor, and two circulation managers from the Auxiliary who all work in close cooperation with Jack Collins, CMA staff liaison to the Auxiliary, in the production of the magazine. At present our circulation is around 9,500. If the wives of all physicians in California joined the Auxiliary, the circulation would more than double.

At the WACMA Fall conference in September 1966 the State Board gave approval to carrying advertising in *Courier*, provided it was financially feasible. This matter is being looked into by the advertising department of CALIFORNIA MEDICINE, which would handle this phase of production.

If advertising does prove to be a profitable venture, we hope to use more feature stories, color, and professional photographers and artists. The future may see a California version of the National Auxiliary publication, *M.D.'s Wife*.

One final word, doctors! All who receive *Courier* also receive your CMA Newsletter once a month. As the *Courier* addressograph plates are used for the mailing of Newsletter to Auxiliary members, it is mailed to the home address, so we don't have to rely on our husbands' bringing it home from the office!

M.D.'s Wife, the *Courier* and the CMA Newsletter go to all Auxiliary members. Thus, a Medical Auxiliary member is an informed wife of a doctor!

MRS. HARRY ALTON
Editor, *Courier*